LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 264—(CAMBRIDGE—BOX BARS)—Req. No. 72221—Page—(5⅝ x 7¾ inches)—4 colors—Bleed—TV Grade, 1981 (A)
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THE LOWEST TAR OF ALL.

Of all brands sold, no other cigarette is lower in tar.

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Less than 0.1 mg "tar," 0.01 mg nicotine av. per cigarette by FTC method.

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